

## CLAIMS

I claim:

1. a method for operating a computer database system comprised in combination of the following processes:
  - (a) a process for creating a bet:
    - i. defining a contest between one or more products,
    - ii. defining a comparison process for judging the contest, said comparison process defining possible comparison outcomes,
    - iii. defining bet transaction rules for risking money on the outcome of the contest,
  - (b) a process for finding and viewing the bet contest,
  - (c) a process for making bet offers for risking money on the contest,
  - (d) a process for matching up bet offers,
  - (e) a process for triggering the judging of the contest,
  - (f) a process for judging the contest,
  - (g) a process for dividing money risked in the contest according to the result of said judging, and according to said bet transaction rules,
  - (h) whereby, viewers of the betting on the contest, and of the result, if any, of the contest obtain valuable information for comparing the products in said contest.